2061037605

restaurants we have, each has a character that goes beyond just dining. With some new concepts we'll be announcing later this spring, you'll see that emphasis carried even further," he adds.

One of MGM's strategies from the start was to feature some high name-recognition choices within a mix of internally and externally managed foodservice properties, and in the last year it has converted several more internal concepts to outside operations.

Present since the opening have been Mark Miller's Coyote Cafe and Wolfgang Puck's Cafe. More recently, the hotel has exchanged its own Italian concept Leonardo's for Tre Visi and La Scala, and its own Ocean Grill for Emeril's New Orleans Fish House.

"When we went to Emeril's from the Ocean Grill, we saw approximately a 40% increase in volume, and when we brought Tre Visi in to replace Leonardo's, we saw a 50% increase," Saunders says.

MGM GRAND FEATURES HIGH-PROFILE RESTAURATEURS LIKE MARK MILLER AND WOLFGANG PUCK.

"While a lot of those increases can be attributed to in-house customers, I think the changes have also had a tremendous impact in bringing people in from the outside."

This approach also helps relieve some of the management burden on a staff that would otherwise be spread too thin, given the sheer number of outlets at the MGM Grand and the numbers it does. "It is not inconceivable for us to have 50,000 to 60,000 people moving through the property on a given day," Saunders says.

For fast-food options, located in a hotel food court and spread throughout the theme park, the MGM has gone entirely to outside operators, including McDonald's, Burger King, Hamada Express, Kenny Rogers Roaster and the Stage Deli.

Internal concepts include the high-volume Oz Buffet, the upscale Sir Reginald's Steakhouse and Chinese Dragon's Court, while management of the casual Studio Cafe was recently turned over to Restaurant Associates.

BALLY'S LAS VEGAS REPRESENTS another dimension of the city's casino hotel business—the convention segment. "Because we cater largely to business customers, many of our restaurants are designed to move people quickly, so they can get back to business," says Frank Wrigley, assistant vice president, food and beverage.

"We have a buffet that feeds 2,800 to 4,000 people daily, and specialty restaurants such as steakhouse, Italian, Mexican and continental concepts that each do from 250 to 500 dinners per day."

Other options include fast food, snack bars and small, temporary concessions for convention groups. In addition, Bally's recently added three leased restaurant operations to its remodeled shopping arcade: Sushi Monorail, Sbarro's and a Stage Deli.

The property's signature is Sunday brunch, which continues to evolve to meet increased local competition. "Today we serve vintage French champagne, we've put on caviar and also include a sushi bar.

"We've also had to raise prices, to $40 per person," Wrigley says. "But it actually costs us a lot more to operate, probably $60-$65 per person. Obviously, we're not operating to make money, but to make a statement, to make 400 to 500 customers very happy every Sunday."

The business-oriented facility has not hopped aboard the entertainment/theming bandwagon. However, Bally's in Las Vegas will join that movement when it opens its Paris Casino-Resort, with nine themed foodservice outlets designed to reinforce its "trip to Paris" motif.

EVEN ONCE-STAID HILTON Hotels will move full-force into the entertainment world, through a partnership with Paramount Parks, when it opens Star Trek: The Experience, in the north tower of the

Accommodation by the Book — An Excerpt

Enhancing your HVAC isn't just a matter of going with the flow

It's ventilation, air filters, quality materials, and design – information you'll find (including an 800 number for free HVAC advice) in The Accommodation Program restaurant Source Book. It provides many suggestions that will help you keep non-smokers and smokers comfortable and your HVAC system working properly. Receive it FREE along with a catalog for other FREE materials when you participate in The Accommodation Program. Look for the reply card in this publication or call **1-800-929-1414.**

The Accommodation Program®
Courtesy of Philip Morris Incorporated

Source: https://www.industrydocuments.ucsf.edu/docs/tpfp0003
2061037605